

Growing MLK Day in Vermont: Documenting Your Day of Service!

January 18, 2010

You can reach a variety of audiences to share your Martin Luther King, Jr. Day of Service efforts by connecting with them through the outlets they use most.

Using Technology

Use the technology you have available at your school, office, or service site to showcase the efforts of your 2010 MLK Day event. If you have access to the internet, post messages on social media sites such as Facebook and Twitter. If you have a website, share information on your homepage about your MLK Day efforts. Register your project on www.Serve.Gov. If you have an electronic newsletter, send out details about your January 18 plans. Search for the Vermont Commission on National and Community Service Facebook page and share your plans with our fans, by posting on the wall!

Tips for Posting

Make sure all of your postings are user-friendly and inclusive:

1. Do not use red-colored font. Individuals who are visually-impaired have difficulty reading this color.
2. Post documents online as PDF versions. Not everyone has access to Word to ensure they can open your file.
3. Make sure you have large-print versions available.
4. Consider closed-captioning if you have video featured.

Become an eReporter/ePhoto Journalist

Campaign Consultation is seeking interested individuals to serve as e-Reporters and e-Photo Journalists for the 2010 MLK Day. These individuals will submit up-to-the-minute information on MLK Day projects from across the country.

If interested, you must be able to send a minimum of five messages (via Twitter) or five photos via your mobile phone. Please contact Stephanie Ross at ross@campaignconsultations.com for more information. The deadline to apply is January 13.

Register your project, Still having difficulties?

Check out www.Serve.Gov and see what else is going on in your community! Are you having trouble registering your project at www.serve.gov or any of the volunteer referral sites? VT CNCS would be happy to assist you.

Visit the MLK Day website www.mlkday.gov!

Continue to visit the 2010 MLK Day website to find marketing resources, planning guides, and other useful tools. Visit www.mlkday.gov for more information.

Questions

Contact Emily Trantum at Emily.Trantum@ahs.state.vt.us
802.241.4244

Find more resources at
www.vtcnccs.vermont.gov/MLKDay